

1969

NATIONAL CIVIL SERVICE LEAGUE - CAREER SERVICE AWARD

EXTERNAL

Luncheon

Submission of Agency Seal (1 black and white glossy)

List of names of people to be invited by the NCSL (Senators', etc.)

Three statements about winner (one to be read as winner and Agency head approach microphone; one as introduction by Agency head of winner; and citation)

Submission of 50 glossy photos of winner (3 1/2" x 5")

Submission of colored slide of winner (one 2" x 2")

Submission of envelopes for distribution of press material and general information.

Reservations for Awards dinner.

NATIONAL CIVIL SERVICE LEAGUE - CAREER SERVICE AWARD

INTERNAL

1. Letter to Mr. Caplin from Director acknowledging selection of winner.
2. Memo to DDS re Agency requirements.
3. Preparation of Headquarters Employee Bulletin
4. Internal Publicity (Poster)
5. Memos for DD's and Heads of Independent Offices re arrangements for dinner-dance.
6. Preparation of reservation materials
7. List of those attending dinner-dance.



Mr. Mortimer M. Caplin, President  
National Civil Service League  
1070 Connecticut Avenue, N. W.  
Washington, D. C. 20036

Dear Mr. Caplin:

I was delighted to advise Colonel White that the National Civil Service League has selected him to receive the 1969 Career Service Award. It was thoughtful of you to provide me the opportunity to do so in advance of notification to him.

Mr. Robert S. Watline, our Director of Personnel, has discussed preliminary arrangements for the reception and banquet on June 13 with Mr. Contarier. Our guests for attendance will no doubt be met with enthusiasm and pride.

We are grateful to the League for this distinguished honor to Colonel White and the Central Intelligence Agency.

Sincerely,

SAI RICHARD HOLMES

Richard Holmes  
Director

Originator:

OF/ESD/ [REDACTED] Apr 69)  
Rewritten [REDACTED] (16 Apr 69)  
Rewritten [REDACTED] (17 Apr 69)  
Rewritten [REDACTED] 8 Apr 69)

Distribution:

Orig & 1 - Adm

1 - DDCI

1 - ER

2 - DD/S w/cy basic

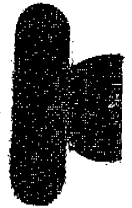
1 - D/Pers

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1 - C/ESD

1 - PCD/ESD w/basic

Approved For Release 2002/01/11 : CIA-RDP84-00313R000200250001-2



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**MEMORANDUM FOR: Deputy Director for Support**

**SUBJECT : National Civil Service League Career Service  
Award — Colonel L. K. White**

1. This memorandum is for information only.
2. A dinner dance honoring the winners of the National Civil Service League (NCSL) Career Service Award will take place at 7:30 p. m. Friday, 13 June 1969, at the Washington Hilton Hotel. It will be preceded by a reception and cash bar at 6:30 p. m.
3. Total desired attendance is 2000 with a minimum of 150 from each representative Agency.
4. The two factors critical to the success of this awards dinner are widespread attendance and publicity both in and outside the Agency. It is suggested that the Director be asked to discuss the awards dinner at his morning meeting, hopefully in Colonel White's absence. This would insure the Director's desires regarding Agency participation are known and conveyed through the Directorates. It is believed that this would avoid the possibility of an actual quota system, which, if necessary, would detract somewhat from the award. If the Director discusses this matter at his morning meeting, I will send memoranda shortly thereafter to each of the Deputy Directors urging their prompt indication of reservations desired. This will provide an additional opportunity to press for the desired participation. Each Deputy Director will be requested to select an individual in his Directorate who will be responsible for coordinating ticket reservations and payments with the Chief, Benefits and Services Division, Office of Personnel. The tickets for Colonel and Mrs. White will be free as will be the tickets for General and Mrs. Cushman. If Mrs. Cushman attends, she will be seated at one of the preferred tables. The cost for government employees is \$15 per ticket and the same for family members of government employees. Non-government persons will be charged \$25 per ticket. Reservation forms are available and will be distributed to the individuals designated to assist in the Directorates. All checks should be payable to the National Civil Service League. Reservations may be made for individual

seats as well as tables for ten. Reservations for tables must be received in the NCSL by 3 June and individual reservations by 9 June. It is suggested that a deadline for all reservations within the Agency be established as 30 May 1969. Dress for the occasion is semi-formal with the exception of the head table which is black tie.

5. The NCSL will send letters of invitation to non-governmental firms and individuals if desired. We are to provide addressed (unfranked) envelopes to them by 7 May for the following:

- a. The homestate Congressman and two Senators of the Awardee.
- b. Business firms and organizations.
- c. Professional organizations.
- d. Friends and colleagues in other government agencies.
- e. Friends and colleagues not in government.

6. Publicity is the responsibility of each Agency and we have been urged to mount a public information program geared to Colonel White as suggested in NCSL Press Lists and Publicity paper. Since the two primary purposes of the Career Service Awards Program are to honor outstanding federal career employees and to help raise public services' prestige, I believe it is appropriate that the Agency generate publicity citing Colonel White's outstanding career. It is our opinion that this can best be accomplished through the efforts of [REDACTED] and it is suggested that the Director's approval for this course of action be obtained. Further additional publicity is suggested as follows:

Internal

- a. A notice be sent to all employees announcing Colonel White as a winner of this high award which will include appropriate information regarding the awards dinner.
- b. Appropriate posters with a picture of Colonel White be displayed on all bulletin boards. (see attachment)
- c. Announcements be made at all Senior Staff meetings.

External

Provide the NCSL with one set of envelopes by 2 June for distribution of press material and general information to the following:

- a. Schools
- b. Organizations
- c. Hometown newspapers
- d. "House Organs" of business and other groups
- e. Publications of organizations

7. The NC SL desires by 23 May one 35 mm 2" x 2" color slide of Colonel White to be projected on a screen while his award is being presented, fifty 3 1/2" x 5" glossy photographs for press purposes by 15 May, a black and white glossy 2" in diameter of the Agency seal by 1 May, and three statements (four copies of each) as listed below about Colonel White by 9 May:

a. One will be used to guide the NC SL in preparing the citation read to Colonel White when a League Officer presents the Award.

b. One will be short -- one or two sentences -- to help General Cushman when he introduces Colonel White.

c. One will be a statement that will be read to the audience by the League's presiding officer as Colonel White, General Cushman, and the League Officer presenting the award step to the microphone.

8. The League will publish Profiles in Quality - 1969 designed to tell the career success story of each winner. Deadline for ordering copies is 1 June at the following rates:

Up to 499 copies	15¢ each
500 to 4,999 copies	10¢ each
Over 5000 copies	7¢ each

Robert E. Wattlec  
Director of Personnel

Att

Distribution:

O & I - Addressee

1 - D/Pers

1 - C/BSD

1 - FDC/ASD

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Mr. Helms

Suggest you speak to this matter at the  
Morning Meeting Wednesday, 14 May 1969.

s/R. L. Bannerman  
13 May 1969

DD/S:RLB:maq

Distribution:

Orig - Mr. Helms (by hand Mr. Bannerman) w/background paper on Colonel White  
(NCSL Award)

- 1 - DD/S Subject w/ccy att
- 1 - DD/S Chrono
- 1 - D/Pers, w/Atts ✓

Notes for Mr. Holms' Use -- Executive Committee Meeting, 14 May 1969

It would be appreciated if the Director would strongly "kick off" the drive for Agency attendance at the National Civil Service League banquet honoring the ten 1969 Career Service Award winners, which include Colonel White. The Director might stress the significance of the Award not only to Colonel White as a winner but also to the Agency and the importance to the Agency in future years of an appropriately large attendance at the banquet and dance. (The League desires a total attendance of 2,000, with an Agency such as CIA providing a minimum of 150 attendees.) It is suggested that the Director also note his inability to attend and that General Cushman will represent him and introduce Colonel White at the banquet.

The attached contains details concerning the banquet. If the Director will stress the importance of a strong command line endorsement by the Deputies and other senior officials, the Director of Personnel will follow-up by memorandum requesting designation of a key man in each major component with whom [REDACTED] Chief, Benefits and Services Division, OP, will then work.

The displays honoring Colonel White will be set up approximately 1 June in first floor corridors. Bulletin Board material will be in place approximately the same time.

NATIONAL CIVIL SERVICE LEAGUE  
CAREER SERVICE AWARDS

Agency Winner	Colonel L. K. White
Presentation	Dinner Dance - Washington Hilton Hotel
Date & Time	13 June 1969 - 7:30 p.m. Cash Bar & Reception - 6:30 p.m.
Cost	Government employees - \$15.00 per ticket, same for family members of government employees. Non-government persons - \$25.00 per ticket.
Dress	Semi-formal
Attendance	National Civil Service League urges 150 from each representative Agency.
Reservations	Reservations may be made for individual seating as well as tables for ten and should be submitted by 29 May 1969. Office of Personnel will be focal point with Deputy Directors and Heads of Independent Offices each designating an individual to assist in their area.

Approved For Release 2002/01/11 : CIA-RDP84-00313R000200250001-2



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# Headquarters EMPLOYEE BULLETIN

#208

21 May 1969

## NATIONAL CIVIL SERVICE LEAGUE CAREER SERVICE AWARDS

1. The National Civil Service League's Career Service Awards Program is one of its major projects in its drive to bring about a healthy, dynamic public personnel system--a system able to deal constructively with the flood of demands pressing today on the public service. The League presents ten annual Career Service Awards to promote excellence in Government service, to recognize exceptional achievement, and to encourage the best young minds in America to consider national service as a career.


2. This year ten outstanding Government servants have been chosen to receive the National Civil Service League Career Service Award, one of whom is Colonel Lawrence K. White, USA (Ret.), Executive Director-Comptroller. In nominating Colonel White, the Director of Central Intelligence said in part, ". . . if ever a man has left a lasting mark on an organization, 'Red' White has . . . he was the principal architect of the Agency's management structure, and having designed it, he built it . . . No man of CIA has made a greater or what will be a more lasting contribution . . . ."

3. So that all employees may learn of the truly outstanding background and career progression of Colonel White, the following biographical information is presented:

Colonel White enjoyed a long and successful career in the Army before entering the field of intelligence in 1947 and received the following military honors: Distinguished Service Cross, Silver Star Medal, Legion of Merit with Oakleaf Cluster, Bronze Star Medal with Oakleaf Cluster, Navy Commendation Ribbon, Purple Heart, American Defense Service Medal, American Campaign Medal, Asiatic Pacific Campaign Medal with two Bronze Battle Stars, Philippine Liberation Ribbon with Bronze Battle Star, and the Combat Infantry Badge. The honors and decorations given to him for meritorious service and bravery during World War II and

the high esteem in which he is held in the Central Intelligence Agency and the United States intelligence community are evidence that "Red" White has a position of prominence among men and women who have made unique contributions to the maintenance and strengthening of our national security.

Colonel White began his career in intelligence with the Central Intelligence Group, a predecessor organization of CIA. During the period 1947-1952, he filled a series of increasingly responsible positions involving organization and reorganization of various Agency components. Under Colonel White's guidance

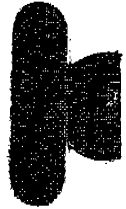


STATINTL

the most valued intelligence organizations in Washington. His outstanding success in his early assignments led to his appointment as Deputy Assistant Director of the Office of Operations in December 1950. He served as second in command of this world-wide activity until his highly developed executive talents were required in the Agency's Administrative Directorate. He served as Assistant to the Deputy Director for Administration from 1952 until 1954 when he was appointed by Allen W. Dulles, then Director of Central Intelligence, as Deputy Director for Administration--a position now designated as Deputy Director for Support. In July 1965 Admiral Raborn, the Director of Central Intelligence at that time, appointed Colonel White as Executive Director-Comptroller, the Agency's top executive-management position which had been created in 1962.

DISTRIBUTION: ALL EMPLOYEES

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## TRIBUTES TO THE NCSL AND THE AWARDS PROGRAM

"I was deeply proud to participate in the ceremony honoring the National Civil Service League's Career Service Awards winners. It is always a pleasure to see reward given to those public servants, so dedicated and a credit to their country."

LYNDON B. JOHNSON

"The National Civil Service League is to be commended for its efforts to strengthen the public service and for its program of bringing national recognition to significant careers in the Federal Service."

DWIGHT D. EISENHOWER

"As a group . . . these top-level officials represent the very heart of strong, effective government. Their identification by the League is a major contribution to the drive to upgrade, through recognition, the civil service as a whole."

THE WASHINGTON EVENING STAR

"We are all indebted to the League and its members for their untiring work in helping to improve Civil Service systems throughout the nation."

HARRY S. TRUMAN

"The National Civil Service League, by its selection and acclaim of outstanding award winners, made a valuable contribution to better public understanding of our career service."

JOHN F. KENNEDY

"Without competent civil servants below the top echelon in every department—men and women who are seldom exposed to public attention—the Federal Government could not function. So we join the League in paying homage to the ten whose careers are dedicated to excellence in the Federal service."

THE WASHINGTON POST

"The League's objectives couldn't be more noble. It deserves sincere congratulations and good wishes, as well as the support of the public upon whom it depends."

WASHINGTON DAILY NEWS

### The Career Service Awards

The yearly Career Service Awards Program constitutes one of the NCSL's major projects in its drive to bring about a healthy, dynamic public personnel system . . . a system able to deal constructively with the flood of demands pressing today on the public service.

Clearly, in this era we cannot expect government to cope if it must depend on a shoddy staff with low morale and even lower responsiveness to the public it serves.

Fortunately, it does not have to. For, as the National Civil Service League knows, government is served by thousands upon thousands of highly competent public employees who like the challenge and variety of public service.

At the same time, the League knows that these employees need encouragement which a citizen group—such as the League—can provide. The League is aware, as well, of the many other public service goals it can help achieve. So, since 1955 the League has presented its colorful Career Service Awards Program to:

- recognize career public employees for significant contributions
- encourage excellence in government service
- promote public appreciation of quality in government
- stimulate able young people to build government careers

Yearly, the League picks ten representative career public servants to honor at a gala Awards Banquet and Dance. These winners receive a citation, a gold watch and \$1,000 tax free.

Business firms, organizations, individuals interested in a quality public service sponsor this program. They join the President of the United States, cabinet officers, legislators, government officials and others to laud the Awardees. The world press reports this colorful occasion.

### THE NATIONAL CIVIL SERVICE LEAGUE

. . . is a nonpartisan, nonprofit citizens' organization founded in 1881 to promote efficiency in federal, state and local government. Its publications and action program of research-education-counselling-advisory services represent the citizens in promoting improvement of public management. It is supported by tax-deductible gifts from citizens, organizations, corporations and foundations who are concerned with the quality of public administration in our society. Membership is open to all who want to help improve government.

National Civil Service League  
1028 Connecticut Ave., N.W.  
Washington, D. C. 20036

PRESENTING

# the top ten

GOVERNMENT CAREER EMPLOYEES

WINNERS of the 1969  
CAREER SERVICE AWARDS

National Civil Service League

Approved For Release 2002/01/11 : CIA-RDP84-00313R000200250001-2

Friday, June 13, 1969 • Washington-Hilton

You'll want to be there when ten superior government servants take the spotlight and win the 1969 Career Service Awards.

They deserve your praise and your applause.



**EDWARD J. BLOCH**  
Deputy General Manager  
Atomic Energy Commission

Approved for Release 2002/05/11 : CIA-RDP84-00313R000200250007-2

# NCSL Spotlights Career Employees

Edward J. Bloch is not only a top engineer but a superb administrator as well. This valuable "mix" of abilities has ensured his successful performance with the Army Engineers, where he started in 1937, and with the Manhattan District—the wartime precursor of the AEC. Having progressed steadily along with the growth of the AEC, Mr. Bloch now serves in essence—as an executive vice president for the commission. His colleagues testify to his many outstanding traits, but they especially appreciate his unique capacity to operate ably under tension and pressure.

Raymond A. Ioanes is a distinguished product of the career civil service. From his starting as a GS-3 trainee with Agriculture, he has moved steadily to a leadership position as an expert in international agriculture. Promotions bearing ever greater responsibility and prestige have taken him to posts in the field of food supply management, including a tour as chief of food rationing with military government in Germany. As head of the FAS, he has played a key role in upping U.S. agricultural exports, from 3.1 billion to above 6.0 in each of the past five years.



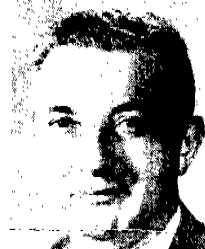
**RAYMOND A. IOANES**  
Administrator  
Foreign Agricultural Service  
Department of Agriculture



**JOHN K. CARLOCK**  
Fiscal Assistant Secretary  
of the Treasury  
Department of the Treasury

More than 20 years distinguished service in Treasury as a top government lawyer preceded John K. Carlock's promotion in 1962 to his present post. An Arizonian, Mr. Carlock first came to government as a law clerk. In his present assignment, he has presented dramatic evidence of his ability to elicit top performance from his staff. In the three Fiscal Service bureaus under his aegis, substantially decreased staffs have actually handled an immense upsurge of workload items and other new functions.

Irving J. Lewis has brought to his federal service a brilliant intellect and superior managerial talents. He has used these qualities in 26 years of top assignments which also called on his versatility and his commitment to social justice. Lewis' co-workers, from both Civil Service and Foreign Service days, praise his work in public administration, program analysis and public policy development in transportation, economic regulations, foreign affairs, health and welfare. He earned his present post by helping to shape the laws, the budgets, the organization for the vastly expanded delivery of federal health care.



**IRVING J. LEWIS**  
Deputy Administrator  
Health Services and Mental  
Health Administration  
Department of Health,  
Education, and Welfare



**MILLARD CASS**  
Deputy Under Secretary  
of Labor  
Department of Labor

A thoroughgoing devotion to excellent performance in a wide variety of assignments has marked the brilliant government career of Millard Cass. After conducting a private law practice, Mr. Cass in 1941 joined the Securities and Exchange Commission, moving from there to the National Labor Relations Board. In 1946 he began his career with Labor as Assistant to the Assistant Secretary of Labor. Subsequently, he has served as the top-ranking civil servant with several Secretaries of Labor.

Joseph J. Liebling is justly famed for his skill in the controversial field of security. He has repeatedly sought and found a harmonious balance between maintaining the government's security interests, while at the same time protecting the individual's constitutional rights. Associates, both in and out of government, speak highly of his sturdy fairness and honesty. They applaud his ability to communicate with non-governmental groups. Government, economics and international law have been his fields of expertise brought to his 22-year government career, which he started with the War Department as an assistant messenger.



**JOSEPH J. LIEBLING**  
Director for Security Policy  
Department of Defense



**DR. KURT H. DEBUS**  
Director  
John F. Kennedy Space Center  
(Florida)  
National Aeronautics and  
Space Administration

The development of Complex 39—the installation from which the Apollo program launches—take place—is the crowning achievement of Dr. Kurt H. Debus' career. His leadership was pivotal in both the design and construction of the famed Apollo launch complex. Further, he has been responsible for many of the technical advances in launch technology, and for the formation of the government/industry launch team which has carried out more than 150 successful launches, including several notable "firsts." Dr. Debus entered U.S. government service in 1946.

Ensuring that Americans will enjoy safe, efficient and advanced air transportation has been George S. Moore's mission since he joined the CAA in 1945. He has built an extraordinary record in the development of up to date methods of evaluation of aircraft airworthiness. He is known for evolving new concepts in accident prevention and investigation. His list of achievements is all the more striking in view of the fact that it was compiled at a time of fantastic growth in the aviation field.



**GEORGE S. MOORE**  
Associate Administrator for  
Operations  
Federal Aviation  
Administration  
Department of Transportation



**MARSHALL GREEN**  
Assistant Secretary of State  
(Designate)  
Department of State

In a career of 25 years with Foreign Service, in posts ranging from Wellington to Stockholm to Seoul to Hong Kong to Djakarta, Marshall Green has unfailingly demonstrated those qualities of courage, integrity and talent which are so vital to the public service—whether domestic or foreign. The fact that he has served in Indonesia with distinction during a period (1965 to 1969) of great stress in that country speaks eloquently for his superior qualities. He is presently Assistant Secretary of State designate for East Asian and Pacific Affairs.

Col. Lawrence K. White "retired" in 1947 to the Central Intelligence Group after his outstanding Army career came to a close when he was wounded in action. He has given two careers and 40 years to government service. The Group became the CIA, and Col. White led in the development of the worldwide peacetime intelligence service. His managerial and creative talents were particularly required in the setting up of this first central intelligence organization in American history. In subsequent years, Col. White has served as a key figure in the administration of this far-flung organization.



**LAWRENCE K. WHITE**  
Executive Director-Comptroller  
Central Intelligence Agency

Attend

15th CAREER SERVICE AWARDS BANQUET AND DANCE

Washington-Hilton Hotel, Friday, June 13, 1969



National Civil Service League  
1028 Connecticut Ave., N.W.  
Washington, D.C. 20006



Approved for Release 2002/05/11 : CIA-RDP84-00313R000200250007-2

(202) 659-4714

Approved For Release 2002/01/11 : CIA-RDP84-00313R000200250001-2



Approved For Release 2002/01/11 : CIA-RDP84-00313R000200250001-2

MEMORANDUM FOR: Deputy Director for Intelligence  
Deputy Director for Plans  
Deputy Director for Science and Technology  
Deputy Director for Support  
Heads of Independent Offices

SUBJECT : National Civil Service League Career Service  
Award - Colonel L. K. White

1. I want to request your assistance in publicizing and encouraging attendance at the dinner dance honoring Colonel White on 13 June 1969.

2. The National Civil Service League (NCSL) has urged each representative Agency to establish 150 as a minimum attendance goal. This goal, I believe, is completely realistic and as you know is heartily endorsed by the Director. Office quotas are certainly not being established and it is my firm belief that discussions at your staff meetings will give us the support needed.

3. The following basic facts are provided for your information.

a. A dinner dance honoring the winners of the NCSL Career Service Awards will take place at 7:30 p.m. Friday, 13 June 1969, at the Washington Hilton Hotel.

b. The dinner dance will be preceded by a reception and cash bar at 6:30 p.m.

c. The cost for government employees is \$15.00 per ticket and the same for family members of government employees. Non-government persons will be charged \$25.00 per ticket.

d. Reservations may be made for individual seating as well as tables for ten.

e. Dress for the occasion is semi-formal. (Business suits)

STATINTL

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4. It is further requested that you select an individual who will be responsible for coordinating ticket reservations and payments for your component with [REDACTED] Chief, Benefits and Services Division, Office of Personnel. We will need your representative's name by 16 May 1969 at which time [REDACTED] will discuss with him the various procedures to be followed.

5. I am certain I can count on your support to ensure Colonel White is honored in a manner he justly deserves.

Robert S. Wattles  
Director of Personnel

Approved For Release 2002/01/11 : CIA-RDP84-00313R000200250001-2



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NATIONAL CIVIL SERVICE LEAGUE  
CAREER SERVICE AWARDS

Agency Winner	Colonel L. K. White
Presentation	Dinner Dance -- Washington Hilton Hotel
Date & Time	13 June 1969 - 7:30 p.m. Cash Bar & Reception - 6:30 p.m.
Cost	Government employees \$15.00 per ticket, same for family members of government employees. Non-government persons \$25.00 per ticket.
Dress	Semi-formal (Business suits)
Attendance	National Civil Service League urges 150 from each representative Agency.
Reservations	Reservations may be made for individual seating as well as tables for ten and should be submitted by 29 May 1969. The Office of Personnel will be focal point with the Deputy Directors and Heads of Independent Offices each designating an individual to assist in their area.

RESERVATIONS FOR DINNER DANCE, WASHINGTON HILTON HOTEL,  
13 JUNE 1969 -- CAREER SERVICE AWARDS

<u>NAME</u>	<u>NO. OF RESERVATIONS</u>	<u>AMOUNT</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
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Received of \_\_\_\_\_ \$ \_\_\_\_\_.



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**COME ON ALONG... Attend**

15th Career Service Awards Banquet & Dance -- Friday, June 13, 1969, Washington-Hilton Hotel  
**Reception: 6:30 P.M. Banquet: 7:30 P.M.**

(PLEASE PRINT)

ORGANIZATION OR INDIVIDUAL

ADDRESS

CITY STATE ZIP PHONE

☐ Please reserve \_\_\_\_\_ full table(s) of 10 seats or \_\_\_\_\_ single seat(s) for the Career Service Awards Banquet and Dance. My check for \$\_\_\_\_\_ at \$15 per dinner seat is enclosed.

☐ I cannot attend; enclosed is \$\_\_\_\_\_ (tax deductible) to help seat friends of the Award Winners and defray costs of the dinner.

**Please make check payable and return with this card to:**  
**National Civil Service League**  
1028 Connecticut Ave., N.W.

Approved For Release 2002/01/11 : CIA-RDP84-00813R000200250001-2  
Washington, D.C. 20037  
(202) 659-4714

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Approved For Release 2002/01/11 : CIA-RDP84-00313R000200250001-2

FROM

**NATIONAL  
CIVIL SERVICE  
LEAGUE**

1345 CONNECTICUT AVENUE, N.W.  
WASHINGTON, D. C. 20018  
(202) 659-2442

HERE'S YOUR EARLY EDITION...  
of facts about the 15th Career  
Service Awards Banquet and Dance...  
material that will help you bring  
off a smashing success for your  
winner, your agency and the Career  
Awards Program.

Bring your questions; we look for-  
ward to getting acquainted with you  
at the luncheon next Monday, April  
28, at the Brookings Institution,  
12 noon.

April 21, 1959

NATIONAL CIVIL SERVICE LEAGUE  
1028 Connecticut Avenue, N. W., Washington, D. C. 20036, 659-4714

CAREER SERVICE AWARDS DINNER PROMOTION

1969

For further information: Jean J. Couturier, 1028 Connecticut Avenue,  
N. W., Phone: 659-4714

INTRODUCTION

Your help can make this event a success! Since the two primary purposes of the Career Service Awards Program are to honor outstanding federal career employees, and to help raise public service's prestige, the program must be successful in two critical aspects:

1. Broad attendance from the Awardees' co-workers, friends and community at large. We work for an attendance of government employees in order to encourage the Award Winners, and to stimulate others in government. We want attendance from the community to impress them with the fact that our government is manned by able and dedicated people.
2. widespread publicity through press, radio and television to enhance the prestige of government service, and encourage others to build public service careers.

That is why we urgently need your cooperation in promoting the banquet and dance, as we indicated in the letter we sent your agency head.

To help you promote your agency, your winner and the banquet, we have prepared the attached set of instructions. We are asking one personnel and one information staff member to be our "key contact" in your agency, and to fill out the card we have provided. Although you may delegate responsibility for each of the specific functions listed below and explained on the attached sheets, we will try to work directly with you so as to keep communications open and avoid duplication or confusion.

The functions discussed on the attached sheets are:

TICKET PROMOTION

PRESS LISTS AND PUBLICITY

FURTHER ATTENDANCE PROMOTION

PUBLICITY - PHOTOGRAPHY

PUBLICITY - ADVERTISING YOUR  
WINNER AND YOUR AGENCY

PUBLICITY - WINNER'S STATEMENTS

NATIONAL CIVIL SERVICE LEAGUE  
1028 Connecticut Avenue, N. W.  
Washington, D. C. 20036

Phone: 659-4714

#### TICKET PROMOTION

Each agency is requested to promote as many sales as possible within the agency. To that end, the League has provided you with reservation forms at the special government employees discount rate of \$15 per ticket (non-government tickets cost \$25) and with promotional materials. You may use the promotional materials we supply, but we suggest you revise these slightly for your own internal use and set up a system of promotion similar to that for U.G.F., with one person centrally responsible. *from Helms* A letter from your agency head for general distribution has proven most helpful in the past as a supplement to personal contact and use of bulletin boards.

Some of the information which should be useful to you:

1. The Career Service Awards Banquet & Dance is a major Washington event. A unique feature of this program to honor outstanding and dedicated service in the federal government is the high degree of federal and community participation. Since this dinner recognizes one of your colleagues, many co-workers -- with families and friends -- will want to attend.
2. The 15th Annual Career Service Awards Dinner & Dance will take place at 7:30 p.m., Friday, June 13, 1969, Washington Hilton. It will be preceded by a reception and cash bar at 6:30 p.m. Tickets are \$15 for government employees, \$25 for non-government persons.
3. We are providing a supply of reservation forms for your use. As soon as reservations are made, please return them, with payment, to the National Civil Service League.

#### RESERVATIONS DEADLINES

Reservations may be made for individual seats as well as for tables of 10. Reservations for tables must be received by Tuesday, June 3.

Dinner tickets will be mailed or given to the key person responsible in each agency for all reservations received prior to June 3. You will then distribute them in table blocks that you have organized. Individual reservations will be accepted through Monday, June 9. After that date all tickets may have to be held at the door and made available on the evening of June 13.

All checks and money orders should be payable to National Civil Service League.

UNITED STATES DEPARTMENT OF AGRICULTURE  
Office of the Secretary  
Washington, D.C. 20250

(copy)

March 7, 1968

OFFICE OF PERSONNEL

Mr. Jean J. Couturier  
Executive Director  
National Civil Service League  
1028 Connecticut Avenue, N.W.  
Washington, D.C. 20036

Dear Jean:

You asked me to summarize for you the significant things that we did in USDA a year ago that netted \$5,661.00 in connection with the 1967 Career Service Awards Banquet.

1967 Summary of USDA Tickets Sold and Contributions

284 tickets x \$15.00	= \$4,260.00
20 tickets x \$25.00	= \$ 500.00
304 tickets .....	= \$4,760.00
Contributions .....	\$ 901.00
TOTAL .....	\$5,661.00

Three Major Things Did It for USDA in 1967

1. Secretary: Personal interest, support, encouragement, and actual participation by Secretary of Agriculture Orville L. Freeman and wife Jane.
2. Winner: Our USDA 1967 winner Horace D. Godfrey is tops in personality and popularity within USDA. He gave solid and willing cooperation to me and others from start to finish.
3. Organization: Blessed with one and two above, we organized a simple but effective campaign for moving tickets and informing people who may be interested in making contributions.

a. Team of Key People

Joseph M. Robertson, Assistant Secretary for Administration  
\*E. R. Draheim, Chief, Employee Development, Safety & Welfare  
Division, Office of the Secretary  
\*\*Bob Beach, Deputy Administrator, Management, Agricultural  
Stabilization and Conservation Service.  
Duke DuMars, Director of Information, ASCS  
Don Looper, Personal Assistant and Writer to Horace D. Godfrey, ASCS  
John Bolish, Assistant Director of Personnel, ASCS

- 2 -

b. Important Things We Did

- (1) Issued big posters for easel display.
- (2) Issued smaller posters for mass posting and distribution
- (3) Issued over 500 National Civil Service League personal letters. Typed on robot machine and addressed envelopes.
- (4) Organized effective sales force within ASCS with John Bolish as Chairman.
- (5) Issued personal letter and notice over signature of Assistant Secretary for Administration to all members of Secretary's staff, to all USDA Agency Heads, all Associate Agency Heads, all Agency Assistant Administrators for Management, and all Agency Personnel Officers.
- (6) The effective (NCSL) flyer with picture and summary of each candidate was attached to everything issued under (3), (4) and (5) above.
- (7) E. R. Draheim, with large poster of USDA winner, at a table, and a cigar box full of \$5.00 bills for change, was present at Secretary Freeman's 15 minute daily (before work hours) Staff Meetings with the top 65-70 USDA people for ten days early in ticket selling campaign. This was effective Departmentwide top-side promotion. Nearly all tickets outside of ASCS were sold at these meetings. And the word got around.
- (8) Developed simple but effective system for receipts and name records of people who purchased tickets.
- (9) Gave you and your staff everything you requested on a moments notice via my personal secretary using taxi.
- (10) I personally ~~served as the~~ one point of contact between your office and USDA.

With smooth but efficient organization in motion, all I had to do was watch the money roll in and keep pastering you for exactly 104 more tickets than the 200 you originally allocated to USDA.

We already have our comparable USDA organization underway for 1968. Another winner from a different USDA Agency with all different Agency people at work.

I hope this is helpful to you.

Sincerely yours,

E. R. Draheim  
Chief, Employee Development  
Safety & Welfare Division

NATIONAL CIVIL SERVICE LEAGUE  
1028 CONNECTICUT AVENUE N.W.  
WASHINGTON, D.C. 20036

Phone: 659-4714

*No return address*

FURTHER ATTENDANCE PROMOTION

DINNER INVITATION LISTS

Lists should be drawn up on each winner indicating non-governmental firms and individuals who can be invited by the League and/or by yourselves to attend and support the dinner. We will send letters of invitation, and will ask you to follow up by phone or by other letters from your agency if you think this would help.

Please give us addressed (unfranked) envelopes, in each of the following categories:

- a. The homestate Congressman and two Senators of the Awardee.
- b. Business firms and organizations that should be interested in joining us at the banquet and dance to honor your Awardee.
- c. Professional organizations that would be interested in the Awardee -- especially those identified with his profession.
- d. Friends and colleagues of the Awardee, in government, especially in agencies other than yours.
- e. Friends and colleagues not in government.

Your winner's secretary is being asked to supply names too. So you might want to speak to her.

Since promotion of attendance from your agency will be handled by you, internally, do not give us lists of government employees in your agency unless you wish us specifically to invite them, or unless you think they will more readily respond to our invitation.

Please separate your envelopes into two categories - one for all people in government (so we may invite them to attend at the reduced government rate) and one for all people not in government.

Dinner Invitation Lists Deadline

The deadline for submission of the above to the League at 1028 Connecticut Avenue, N.W., is: May 7, 1969.



*NE SL only  
wonder envelopes  
they will provide  
press material*

NATIONAL CIVIL SERVICE LEAGUE  
1028 CONNECTICUT AVENUE, N.W.  
WASHINGTON, D.C. 20036

Phone: 659-4714

### PRESS LISTS AND PUBLICITY

A unique aspect of the Career Service Awards Program is its goal of enhancing the prestige of public service on a national scale. It is important that the general public know about the significant careers of the employees who win this coveted award. It is important to encourage able people to seek government careers. To that end, we ask your help in mounting a public information program geared to your own winner (we will issue general releases as the event draws near). We ask you to help by:

1. Providing us with one set of envelopes for distribution of press material and general information.  
These envelopes should include:
  - names and addresses of schools
  - organizations which would be interested in your winner
  - hometown newspapers
  - "house organs" of business and other groups which would be interested
  - publications of organizations with which your winner is connected.Our first general press release, mailed April 24, is for release on April 30. We will issue another release in early June.
2. Using the above outlets and the general media for releases you will prepare on your winner, including, if possible, statements by your agency head and others that would help get coverage. You are urged to send press releases as often as possible.
3. Arranging for "human interest" or "profile" articles on your winner in Washington and national papers, magazines, etc.
4. Cooperating with us in arranging television and/or radio interviews of your winner, agency head and others by helping our staff with suggested interviews and assistance as we are able to develop these.

PLEASE provide the League with two copies of each release and/or statement you issue and, if at all possible, please give us copies before or after the banquet of any press clippings that are generated.

The deadline for submission of the above envelopes (item 1) to the League at 1028 Connecticut Avenue, N.W., is June 2, 1969.

NATIONAL CIVIL SERVICE LEAGUE  
1028 CONNECTICUT AVENUE, N.W.  
WASHINGTON, D.C. 20036

1969 Career Service Awards Program  
SAMPLE PRESS RELEASE

Secretary \_\_\_\_\_ today congratulated \_\_\_\_\_ on winning a 1969 Career Service Award of the National Civil Service League. Since the NCSL started this program in 1955, Conservation Department employees have won ten of these top-ranked public service awards.

In commending Mr. \_\_\_\_\_, Secretary \_\_\_\_\_ also urged Conservation Department employees and members of the non-governmental community to join him in honoring Mr. \_\_\_\_\_ at the Career Service Awards Banquet and Dance on June 13, Washington-Hilton Hotel. He noted that the award is a special honor to the Conservation Department -- and all its employees -- as well as Mr. \_\_\_\_\_.

In addition to Mr. \_\_\_\_\_, nine other outstanding government employees have been tapped for reward. They are:

At the 15th annual banquet, the NCSL will present these Awardees with a citation, an inscribed gold watch and a check for \$1,000 (tax deductible). The watch is donated through the generosity of the Hamilton Watch Co., and the Howard Johnson Foundation gives the cash award.

Aims of the National Civil Service League awards project are to:

- + recognize career public employees for significant contributions
- + encourage others in government service to pursue excellence
- + promote public appreciation of quality in government
- + stimulate able young people to choose careers in government

(DETAILS ON AWARD WINNER HERE)

NATIONAL CIVIL SERVICE LEAGUE  
1028 CONNECTICUT AVENUE N.W.  
WASHINGTON, D.C. 20036

Phone: 659-4714

**PUBLICITY**

**ADVERTISE YOUR WINNER AND YOUR AGENCY - COLOR SLIDE NEEDED**

The banquet and dance will take place in the International Ballroom Center, Washington Hilton Hotel on June 13, 1969. This hall is large and beautifully appointed. The evening will be colorful and will include an impressive ceremonial presentation of colors, entertainment, a major address, and presentation of the Awards. Many dignitaries will attend.

The event is likely to be heavily covered by the press, radio and television. To give your winner and your agency a better opportunity for extensive publicity, we have planned a special presentation platform behind which will be a large screen. It is our plan to project a color picture of your Awardee on this screen while the Award is being presented. Thus we will need a 35 millimeter color slide (2" x 2") framed for projection. The winner's name and agency must be indicated on the margin of the slide.

210 DMM  
2426

We will also need a small black and white glossy of your Agency Seal for printing materials.

Deadline for submitting color slide to League: May 23, 1969

Deadline for submission of agency Seal black & white glossy: May 1, 1969.

NATIONAL CIVIL SERVICE LEAGUE  
1028 CONNECTICUT AVENUE N.W.  
WASHINGTON, D.C. 20036

Phone: 659-4714

PUBLICITY - PHOTOGRAPHY

1. We will need fifty (50) 3 1/2 x 5" glossy photos of your winner for press purposes by May 15, 1969.

2. An important part of the Career Service Awards program, from the Awardees' point of view, is to have mementoes of the affair in pictures. Pictures also help winners' agencies in their own publicity and in later recruiting efforts, etc. The League would also like to have pictures for its publications and for its scrapbook. Hence, you are welcome to assign a photographer to supplement the work that will be done by the U.S. Civil Service Commission photographer. Your photographer may take pictures at the reception and at the banquet. If you do assign a photographer, the League would be grateful if you would provide the Awardee, others included in any picture, and your agency head with a copy of each picture. We would also appreciate your furnishing the League with two copies of each picture. Be sure to indicate on reverse of each picture, if at all possible, the identification of the people in the picture.

NATIONAL CIVIL SERVICE LEAGUE  
1028 CONNECTICUT AVENUE N.W.  
WASHINGTON, D.C. 20036

Phone: 659-4714

WINNER'S STATEMENT

We will need three statements about each winner by May 9, 1969

✓ One will be used to guide us in preparing the citation read to the  
Awardee when a League Officer presents the Award.

✓ One will be short -- one or two sentences -- to help your agency  
head when he introduces the winner.

✓ One will be a statement that will be read to the audience by the  
League's presiding officer as the Awardee, his agency head, and the  
League Officer presenting the award step to the microphones. (See  
attached samples.)

Please prepare four copies of each, double spaced.

SAMPLE

NATIONAL CIVIL SERVICE LEAGUE CAREER SERVICE AWARD CITATION

WILLIAM H. SMITH

Deputy Commissioner, Internal Revenue Service  
Department of the Treasury

During his 21 years of government service, Mr. Smith has demonstrated to an outstanding degree the qualities of leadership, imagination, integrity and devotion to duty which characterize the highest attributes of public service. After rising from Private to Major during war service with the Army, he entered government through the OPA while attending night classes which eventually earned him a Master of Law degree. Following an exemplary career in systems development with the Veterans Administration, he transferred to the Internal Revenue Service in 1958, where in 1966 he was appointed Deputy Commissioner, the highest career post in the agency.

Mr. Smith's most dramatic contribution to the internal revenue system of the country has been his responsibility for the design of an automatic data processing system capable of rapid and accurate maintenance of all the tax accounts arising from nearly 100 million tax returns annually. The system represents a milestone in the history of the IRS and is a testimonial to Mr. Smith's leadership and ingenuity.

In 1963 he received the Commissioner's award for his service as Chairman of the Committee on Resources Utilization whose recommendations resulted in savings estimated at \$5 1/2 million annually. In 1966 Mr. Smith was presented the Meritorious Service Honor Award of the Secretary of the Treasury for the quality of his work, his personal integrity and his dedication to the public service.

CITATION

William H. Smith, you have demonstrated a rare talent for incisive leadership in the amazing new world of cybernetics leading to the design of imaginative yet pragmatic systems for sound, accurate and equitable tax administration. You possess the flexibility and acuity which pioneer new avenues of progress and the versatility which is a prerequisite to the art of government. We honor you for effectiveness in human relations, for standards of excellence in improving governmental processes, and for conceptual brilliance. Your fine career of outstanding executive performance provides a constructive example of achievement which is a credit to the government service in the best American tradition.

NATIONAL CIVIL SERVICE LEAGUE  
1028 CONNECTICUT AVENUE N.W.  
WASHINGTON, D.C. 20036

PHONE: 659-4714

PROFILES IN QUALITY - 1969

The League will publish Profiles in Quality - 1969 as a handsome publication to help your agency tell the career success story of your winner. This booklet helps you in recruiting, and in your job of encouraging and recognizing excellence.

Profiles in Quality - 1969 provides an objective, citizens' organization viewpoint of the superior quality of career opportunities in government. It tells the story of your winner in colorful, interesting language. It interests able young people in government careers, encourages others in government to strive for excellence and publicizes the story of your winner and your agency. It gives students and the public concise information on how to seek careers in government.

Last year's edition of Profiles went to college recruiters, national opinion leaders and business and public leaders. Winners' agencies used thousands of copies. They found the booklet an excellent aid in promoting their agency, their winner and their recruiting programs. The fact that an "outsider" -- the NCCL -- urged careers in government and lauded quality in the public service made Profiles even more attractive.

Again this year, the generosity of the Federal Times newspaper for civilians in government makes the publication of Profiles possible. Accordingly, the NCCL is again offering special low rates for bulk, pre-publication orders.

For orders received before June 1, 1969, we can provide bulk copies at the following rates:

Up to 499 copies -- 15¢ each  
500 to 4,999 copies -- 10¢ each  
Over 5,000 copies -- 7¢ each

Deadline for ordering at above rates: June 1, 1969.

Use the order form below to get your copies:

To: National Civil Service League  
1028 Connecticut Avenue, N.W.  
Washington, D.C. 20036

From: \_\_\_\_\_

Please send \_\_\_\_\_ copies of Profiles in Quality - 1969 to:

Enclosed is our check in the amount of \$\_\_\_\_\_ to cover costs at quoted rates.

Enclosed is our purchase order for Profiles in Quality - 1969.

Please bill us in the amount of \$\_\_\_\_\_. Send the bill to:

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Title: \_\_\_\_\_

1969 CAREER SERVICE AWARDS RECIPIENTS

BLOCH, Edward J.  
Deputy General Manager  
U.S. Atomic Energy Commission  
Washington, D.C.

CARLOCK, John K.  
Fiscal Assistant Secretary  
of the Treasury  
15th & Pennsylvania Ave. N.W.  
Washington, D.C. 20220

CASS, Millard  
Deputy Under Secretary of Labor  
U.S. Department of Labor  
Washington, D.C.

DEBUS, Kurt B.  
Director  
John F. Kennedy Space Center  
Kennedy Space Center, Florida

GREEN, Marshall  
Assistant Secretary of State  
(Designate)  
Department of State  
Washington, D.C.

IOANES, Raymond A.  
Administrator  
Foreign Agricultural Service  
U.S. Department of Agriculture  
Washington, D.C.

LEWIS, Irving J.  
Deputy Administrator  
Health Services and Mental Health Adm.  
Department of Health, Education & Welfare  
Bethesda, Maryland 20014

LIEBLING, Joseph J.  
Director for Security Policy  
Office of Assistant Secretary of Defense  
Washington, D.C.

MOORE, George S.  
Associate Administrator for Operations  
Federal Aviation Administration  
Department of Transportation  
Washington, D.C. 20590

WHITE, Lawrence K.  
Executive Director - Computer  
Central Intelligence Agency  
Washington, D.C. 20505



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